AMENDMENTS TO THE CLAIMS

Please amend claims 1, 2, 4 and 8 thru 10 as follows:

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1. (Currently Twice Amended) A video display control apparatus having hotkeys for a user to invoke and control a function of a video display apparatus, said function represented by a menu item from an on-screen display (OSD) menu, said video display control apparatus comprising:

a button unit comprising a hotkey button adapted for generating a key signal corresponding to a menu item of an OSD menu;

a memory unit coupled to the button unit, and adapted for storing information concerning OSD menu items;

an OSD unit for outputting an OSD character display signal to a video processing unit in response to said key signal, whereby actuation by a user of said hotkey button causes a screen display of one or more OSD characters; and

a control unit for receiving said key signal from said button unit, for reading information concerning an OSD menu item stored in the memory unit when said key signal is received, and for thereupon sending a control signal to the video display apparatus to control a function thereof.

2. (Currently Once Amended) The video display control apparatus of claim 1, wherein the OSD menu displays at least one ~~or more~~ OSD menu ~~items~~ item on the screen of the video display apparatus.

3. (Original) The video display control apparatus of claim 1, wherein said control unit further comprises a detector for determining whether present-time information corresponding to an OSD menu item selected at a present time is identical to past-time information corresponding to an OSD menu item and already stored in the memory unit and, when said present-time information is not identical to said past-time information, for enabling storage of said present-time information in the memory unit.

4. (Currently Once Amended) The video display control apparatus of claim 1, wherein said function of a said video display apparatus is selected from the following group: audio mute, audio volume control, screen position, screen contrast, screen brightness, color, and tint.

5. (Previously Once Amended) A method of controlling a function of a video display apparatus, said method comprising the steps of:

(1) when a user selects a menu item of an on-screen display (OSD) menu screen by causing generation of a hotkey button signal, determining whether a hotkey signal setting exists therefor;

(2) when no hotkey signal setting exists therefor, executing a control function in response to the hotkey button signal; and

(3) when a hotkey signal setting exists therefor, setting the user-selected menu item of the OSD menu screen responsively to the hotkey button signal.

6. (Original) The method of claim 5, wherein said method comprises the following further step after step (3): when a hotkey signal setting exists therefor, executing a control function in

3   response to the hotkey button signal.

1   7. (Original) A method of controlling a function of a video display apparatus, said method

2   comprising the steps of:

3   (1) when a user selects a hotkey button, thereby generating a present-time hotkey button

4   signal, determining whether a stored hotkey button signal identical to the present-time hotkey

5   button signal is stored in a memory unit;

6   (2) if a stored hotkey button signal is identical to the present-time hotkey button signal,

7   executing a control function in response to the stored hotkey button signal; and

8   (3) if no stored hotkey button signal is identical to the present-time hotkey button signal,

9   executing a default control function.

1   8. (Currently Once Amended) A television (TV) system, comprising:

2   a TV display having a plurality of functions, said TV display being capable of displaying

3   an on-screen display (OSD) menu having a plurality of menu items respectively corresponding to

4   individual ones of said plurality of functions;

5   a memory unit adapted for storing information concerning OSD menu items;

6   a means operable by a user for a user's selecting a one of said plurality of menu items;

7   a means for generating a selection signal corresponding to a said one of said plurality of

8   menu items responsively to a user's in response to selection thereof by the user;

9   a control means for controlling a one of said plurality of functions;

10   receiving means associated with the TV display, a receiving means for receiving said

11   selection signal;

12   reading means coupled to said receiving means ~~a reading means~~ for fetching and reading,

13   from the memory unit, information concerning an OSD menu item stored in the memory unit;

14   when said selection signal is received, said information corresponding to said selection signal; and

15   sending means coupled to said reading means, ~~a means~~ for sending a control signal to ~~the~~

16   said control means, said control signal corresponding to said fetched and read information

17   concerning ~~an~~ the OSD menu item, whereby a function of the TV display is controlled

18   ~~responsively~~ in response to the control signal and ~~responsively~~ in response to said information

19   fetched and read from the memory unit concerning ~~an~~ the OSD menu item.

1   9. (Currently Once Amended) The TV system of claim 8, further comprising:

2   a video processing unit;

3   a means for outputting an OSD character display signal to the video processing unit in

4   response to said selection signal; and

5   actuation means associated with the video processing unit, ~~an actuation means~~ for receiving

6   said OSD character display signal, and responsive thereto for causing ~~responsively thereto~~ a screen

7   display of at least one ~~or more~~ OSD ~~characters~~ character, said at least one ~~or more~~ OSD ~~characters~~

8   character corresponding to said menu item of the OSD menu;.

1   10. (Currently Once Amended) The TV system of claim 8, further comprising:

2   a means for determining whether a selection signal is identical to a signal stored in the

3   memory unit and associated with information concerning an OSD menu item;

4   a means for executing a selected control function of the TV display in response to the

5   selection signal if when the selection signal is identical to a signal stored in the memory unit; and

6   a means for executing a default control function of the TV display in response to the

7   selection signal if when the selection signal is not identical to a signal stored in the memory unit.